



Stockholm's tourism industry

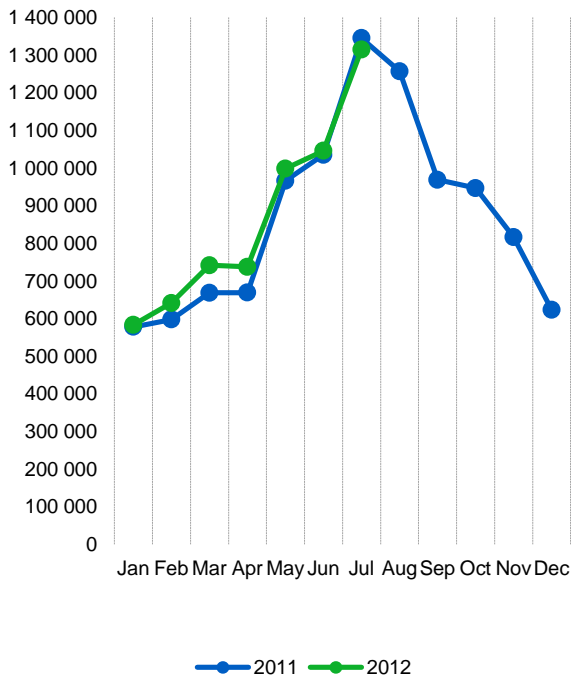
2012 July

- July is the month of the year with most overnight stays in the county's accommodation establishments - hotels, hostels, vacation villages, camping facilities, and privately conveyed cottages and apartments, More than 1.3 million guest nights meant for the first time in 2012, a decline compared with 2011. Swedish guest nights decreased by 1 % and foreign by 3 %.
- At the hotels business travelers declined sharply, while overnight stays by leisure travelers increased by nearly 10%. Guest nights in hotels increased slightly overall. Hostels and holiday villages saw a slight decrease, while camping nights fell by 18%.
- Overnight stays by foreign guests decreased overall by 3 %. Like earlier in the year, overnight stays by visitors from Europe outside Scandinavia had a weaker development than the Nordic countries and target groups outside Europe. Not least for guest nights of travellers from the south of Europe. The U.S. market remained unchanged for the second month in succession, while all large target groups in Asia rose compared to the same month last year
- At the county's hotels, the number of rooms sold declined by nearly 4,700, representing 153 rooms per night. 61.1% of all available hotel rooms in the county was occupied during the month, which was significantly lower than last year, since the number available rooms at the same time has increased by nearly 8 %. In the city the capacity utilization was 68.6 %, also a significant decline. Average revenue per occupied room was 831 SEK in the county and 876 SEK in the city, 58 crowns and 72 crowns respectively lower than in July 2011.

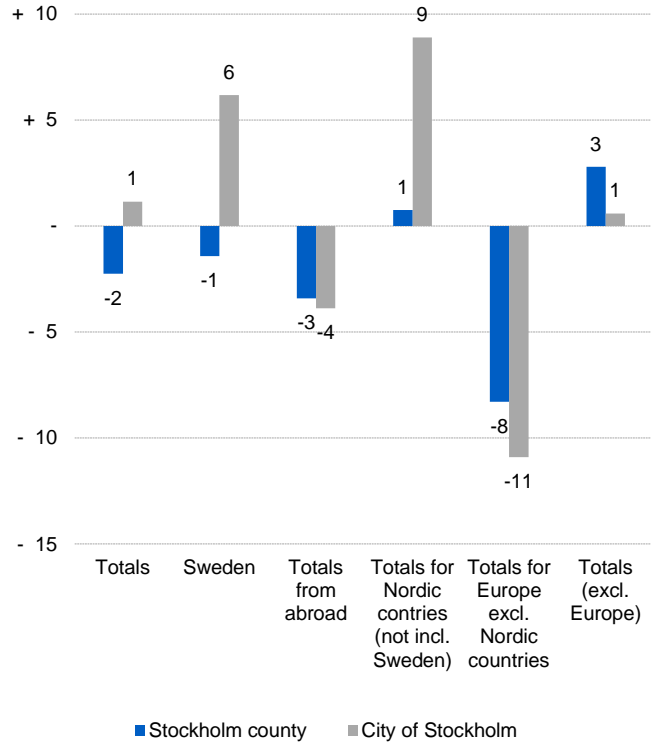
Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.



Commercial overnight stays, Stockholm county



Commercial overnight stays by market, Stockholm county and city of Stockholm



Commercial overnight stays 2012 compared with previous year

	July 2012		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1 314 678	- 2	6 132 201	+ 5
Domestic	776 873	- 1	4 060 579	+ 5
Foreign	537 805	- 3	2 071 622	+ 4
Nordic countries excl. Sweden	110 319	+ 1	381 086	+ 7
Europe excl. Nordic countries	267 254	- 8	1 069 778	+ 0
Non European	160 232	+ 3	620 758	+ 10
City of Stockholm	879 081	+ 1	4 201 545	+ 6
Domestic	461 893	+ 6	2 529 531	+ 10
Foreign	417 188	- 4	1 672 014	+ 2
Nordic countries excl. Sweden	81 511	+ 9	298 941	+ 10
Europe excl. Nordic countries	198 450	- 11	839 412	- 4
Non European	137 227	+ 1	533 661	+ 8
Sweden	10 675 275	- 6	33 774 282	- 1

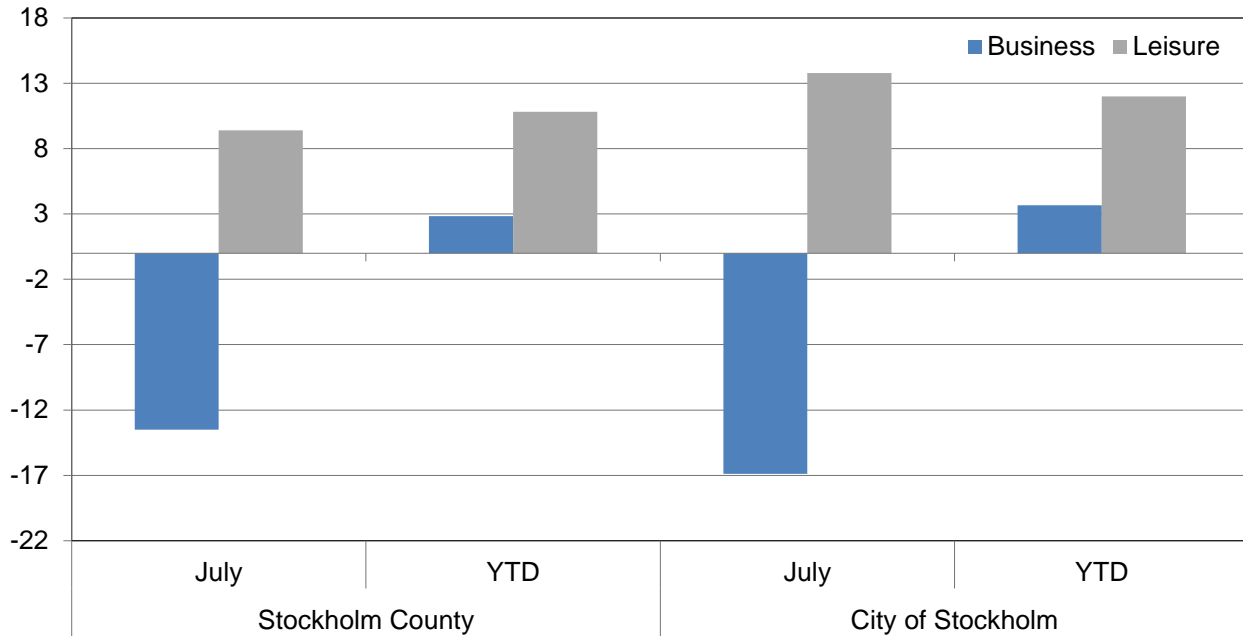


Commercial overnight stays by nationality, Stockholm county and city of Stockholm

Country	Stockholm County						City of Stockholm					
	Guest-nights 2011	Share in Sweden	July 2012			YTD		July 2012		YTD		
			Guest-nights	Change, %	Share in Sweden	Guest-nights	Change, %	Guest-nights	Change, %	Guest-nights	Change, %	
Totals	10 442 895	20 %	1 314 678	- 2	12 %	6 132 201	+ 5	879 081	+ 1	4 201 545	+ 6	
Domestic	6 959 833	18 %	776 873	- 1	10 %	4 060 579	+ 5	461 893	+ 6	2 529 531	+ 10	
Foreign	3 483 062	27 %	537 805	- 3	17 %	2 071 622	+ 4	417 188	- 4	1 672 014	+ 2	
Nordic countries excl. Sweden	589 673	12 %	110 319	+ 1	7 %	381 086	+ 7	81 511	+ 9	298 941	+ 10	
Europe excl. Nordic countries	1 874 522	32 %	267 254	- 8	22 %	1 069 778	+ 0	198 450	- 11	839 412	- 4	
Non European	1 018 867	53 %	160 232	+ 3	56 %	620 758	+ 10	137 227	+ 1	533 661	+ 8	
Denmark	153 979	12 %	24 853	- 11	10 %	92 375	- 0	18 139	+ 0	69 410	+ 3	
Norway	254 525	8 %	48 628	- 1	4 %	159 890	+ 5	34 491	+ 6	129 187	+ 9	
Finland	173 564	35 %	36 057	+ 13	33 %	123 450	+ 15	28 232	+ 19	95 715	+ 15	
Iceland	7 605	47 %	781	+ 40	37 %	5 371	+ 25	649	+ 49	4 629	+ 29	
Germany	454 438	17 %	92 245	+ 0	13 %	276 318	+ 1	61 967	- 2	205 028	- 3	
Great Britain	293 792	49 %	27 055	- 11	46 %	171 618	+ 3	21 893	- 16	144 260	+ 3	
Ireland	21 854	56 %	2 475	- 2	55 %	11 985	- 8	1 689	- 14	9 459	- 5	
The Netherlands	118 566	19 %	15 732	- 24	10 %	61 443	- 13	10 744	- 23	48 482	- 11	
Belgium	53 731	46 %	6 930	- 11	35 %	27 313	- 13	5 906	- 11	24 300	- 14	
Luxembourg	4 370	51 %	378	- 3	33 %	2 066	- 13	337	+ 3	1 896	- 14	
France	150 090	51 %	19 926	- 8	50 %	86 438	+ 5	16 784	- 10	76 457	+ 5	
Switzerland	97 059	40 %	24 743	+ 7	31 %	61 320	+ 6	18 554	+ 1	50 518	+ 2	
Austria	51 748	43 %	7 257	- 17	36 %	25 168	- 23	5 952	- 19	21 228	- 22	
Italy	172 554	61 %	16 075	- 24	60 %	65 379	- 25	14 482	- 25	58 157	- 28	
Spain	118 890	68 %	11 825	- 42	67 %	47 764	- 25	11 052	- 41	43 316	- 25	
Portugal	13 074	54 %	1 875	+ 39	47 %	6 787	+ 5	1 793	+ 44	6 174	+ 5	
Greece	14 708	66 %	1 531	- 42	76 %	6 771	- 16	1 264	- 46	5 970	- 11	
Turkey	13 252	61 %	1 980	- 16	65 %	10 047	+ 30	1 548	- 29	8 511	+ 23	
Russia	104 823	51 %	12 528	+ 9	49 %	73 859	+ 17	9 721	+ 8	60 607	+ 21	
Estonia	15 287	31 %	1 796	+ 16	35 %	8 312	- 1	1 451	+ 91	6 245	+ 15	
Latvia	9 606	30 %	845	- 10	24 %	7 396	+ 37	749	+ 57	5 927	+ 49	
Lithuania	12 702	34 %	1 102	- 7	35 %	9 823	+ 32	887	+ 133	4 663	+ 20	
Poland	69 014	34 %	9 738	+ 24	34 %	62 369	+ 106	3 190	+ 17	19 689	+ 23	
The Czech Republic	11 380	27 %	1 684	+ 11	25 %	9 005	+ 41	1 235	+ 13	6 812	+ 43	
Slovakia	4 044	33 %	868	+ 62	51 %	3 415	+ 28	570	+ 39	2 233	- 0	
Hungary	9 846	43 %	1 101	+ 13	43 %	5 062	- 8	1 004	+ 38	4 456	- 7	
Rest of Europe	59 694	47 %	7 565	- 23	33 %	30 120	- 8	5 678	- 19	25 024	- 6	
USA	262 526	62 %	47 360	+ 0	57 %	150 336	- 2	41 215	+ 0	131 457	- 2	
Canada	32 108	68 %	4 639	+ 9	75 %	17 643	- 8	4 073	+ 9	15 255	- 11	
Brasil	19 269	57 %	5 777	+ 77	76 %	14 918	+ 47	5 514	+ 79	13 892	+ 64	
Central & South America	27 205	68 %	4 024	- 10	83 %	11 590	- 13	3 634	- 13	10 394	- 16	
Japan	56 205	61 %	10 895	+ 24	86 %	36 231	+ 30	8 742	+ 31	30 585	+ 35	
South Korea	11 599	43 %	2 172	+ 37	46 %	6 737	- 2	2 011	+ 46	5 765	+ 3	
China	67 681	46 %	11 516	+ 3	47 %	41 139	+ 16	7 717	- 13	31 622	+ 7	
India	38 765	50 %	4 553	+ 35	58 %	35 711	+ 76	4 182	+ 33	33 106	+ 76	
Rest of Asia	75 799	64 %	12 655	+ 21	71 %	50 138	+ 28	10 696	+ 26	42 367	+ 29	
Australia	32 902	64 %	5 541	- 6	65 %	19 768	+ 3	5 011	- 9	18 017	+ 2	
New Zealand	3 015	54 %	643	+ 18	68 %	2 033	+ 11	469	- 10	1 716	+ 3	
Rest of the world	64 405	41 %	3 893	- 83	39 %	21 776	- 48	3 096	- 84	17 901	- 50	
Not indicated	327 388	47 %	46 564	+ 45	48 %	212 738	+ 21	40 867	+ 32	181 584	+ 16	



Occupied hotel rooms by target group in Stockholm county and city of Stockholm, development (%) compared with previous year



Hotel – key figures

	Stockholm County				City of Stockholm			
	July		YTD		July		YTD	
	2012	2011	2012	2011	2012	2011	2012	2011
Number of hotels	261	260	295	287	145	138	149	143
Room capacity	857 043	794 845	6 154 186	5 752 975	577 544	531 345	3 916 006	3 596 982
Occupied rooms	523 320	528 052	3 543 880	3 356 695	396 432	399 246	2 517 053	2 359 872
Capacity utilization (%)	61,1	66,8	57,6	58,4	68,6	75,4	64,3	65,7
Mon-thu (%)	62,8	69,6	65,4	66,8	70,3	78,1	71,1	73,2
Fri-sun (%)	58,7	63,9	47,7	48,1	66,4	72,6	55,8	56,5
Revenues (MSEK)	434,9	469,4	3 792,0	3 571,5	347,3	378,5	2 773,8	2 584,1
Rev. per occupied room (SEK)	831	889	1 070	1 064	876	948	1 102	1 095
Rev. per disp. room (SEK)	507,4	590,6	616,2	620,8	601,3	712,3	708,3	718,4